WHAT IS CLAIMED IS:

1. A method of printing a receiving material with hot melt ink comprising:

- heating the ink to above a temperature at which it is liquid,
- transferring the liquid ink to an intermediate element, said intermediate element having a surface containing an elastomer, with a surface tension in which the polar part thereof is 20mN/m or less,
- bringing the receiving material into contact with the intermediate element in such a manner that the ink transfers from the intermediate element to the receiving material,

wherein the elastomer has a hardness less than 80 Shore A, a thermal conductivity coefficient greater than 0.15 W/mK, an ink absorption of less than 10%, and a tanδ of less than 0.3.

2. The method according to claim 1, wherein the polar part of the surface tension is less than or equal to 10 mN/m, and wherein the elastomer has a hardness of between 20 and 60 Shore A, a thermal conductivity coefficient of between 0.15 and 1 W/mK, an ink absorption of less than 6%, and a tanδ of between 0.01 and 0.25.

3. The method according to claim 1, wherein the polar part of the surface tension is less than or equal to 5 mN/m, and wherein the elastomer has a hardness of between 25 and 55 Shore A, a thermal conductivity

coefficient of between 0.18 and 0.6 W/mK, an ink absorption of less than 4%, and an tanδ of between 0.01 and 0.2.

4. The method according to claim 1, wherein the elastomer is selected from the group consisting of silicone rubber, fluorosilicone rubber and perfluoropolyether rubber.

5. The method according claim 1, wherein the ink has a deformation energy of less than 20 x 10^5 Pa.s as a top limit in the temperature at which the ink is pressure-transferable.

6. An inkjet printer for printing a receiving material with hot melt ink which comprises,

- an inkjet printhead suitable for image-wise printing of hot melt ink,
- an intermediate element for receiving hot melt ink printed by the printhead, said intermediate element having a surface containing an elastomer with a surface tension in which the polar part is equal to or less than 20 mN/m, and
- means for bringing the receiving material into contact with the intermediate element in order to transfer the ink to the receiving material,

wherein the elastomer has a hardness less than 80 Shore A, a thermal conductivity coefficient greater than 0.15 W/mK, an ink absorption of less than 10% and a tanδ of less than 0.3.

7. The inkjet printer according to claim 6, wherein the ink has a deformation energy of less than 20 x 10^5 Pa.s as a top limit in the temperature at which the ink is pressure-transferable.

8. A method of selecting an elastomer suitable for use in a printing method which comprises,

- determining the polar part of the surface tension of the elastomer,
- determining the hardness of the elastomer,
- determining the thermal conductivity coefficient of the elastomer,
- determining the ink absorption of the elastomer, and
- determining the tanδ of the elastomer,

wherein the elastomer is selected if

- the polar part of the surface tension is less than or equal to 20 mN/m,
- the hardness is less than 80 Shore A,
- the thermal conductivity coefficient is greater than 0.15 W/mK,
- the ink absorption is less than 10%,
- and the tanδ is less than 0.3.